

## Message Text

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73

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 TRSE-00 CIAE-00 INR-07 NSAE-00

USIA-15 /040 W

----- 105863

R 200015Z JUN 75

FM AMCONSUL OSAKA KOBE

TO SECSTATE WASHDC 1919

USDOC WASHDC

INFO AMEMBASSYTOKYO

UNCLAS OSAKA KOBE 1036

E.O. 11652: N/A

TAGS: BGEN, BEXP, JS

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: A-2778

### SUMMARY

THIS POST HAS STRUCK UPON AN EXPORT PROMOTION TECHNIQUE THAT MAY WORK FOR AT LEAST SOME OTHER POSTS. IT COULD BE USED AS A TOOL IN THE COMMERCE ANTI-RECESSION CAMPAIGN. END SUMMARY

1. WE PREVIOUSLY SOLICITED TRADE OPPORTUNITIES THROUGH OUR FIVE JAPANESE PROFESSIONALS TELEPHONING TARGET COMPANIES.
2. WE RECENTLY INCREASED OUR TO PRODUCTION FROM 100 PER MONTH TO 200 PER MONTH BY THE USE OF A SIMPLE BUT EFFECTIVE RETURN POSTCARD IN JAPANESE ONLY TO TARGET JAPANESE COMPANIES.
3. THE CARD SIMPLY STATES THAT WE CAN HELP JAPANESE COMPANIES SEEK SOURCES OF SUPPLY FOR US PRODUCTS AND ASKS FOR A TELEPHONE CONTACT FROM INTERESTED FIRMS.
4. THESE ATTRACTIVE BUT INEXPENSIVE POSTCARDS YIELD A 15 PERCENT RESPONSE RATE.

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5. THE SYSTEMS SAVES CONSIDERABLE TIME AND MONEY WHILE EXPANDING

OUR TO PRODUCTION TO THE LIMIT OF AVAILABLE PROFESSIONAL AND  
SECRETARIAL TIME.

6. WE HAVE ALSO SHAVED TYPING TIME BY PRE-PRINTING TO TELEGRAM  
FORMS AND SIMPLY FILLING IN THE BLANKS.

7. SUGGESTION

DEPARTMENT MAY WISH TO PROPOSE SIMILAR TECHNIQUES TO OTHER  
POSTS, TARGETING POSTCARD ADDRESSEES TO FIT U.S. RECESSION  
-HIT INDUSTRIES.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JUN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** 75 A-2778  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
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**Review Date:** 13 FEB 2003  
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**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** COMMERCE ANTI-RECESSION EXPORT CAMPAIGN  
**TAGS:** BGEN, BEXP, JA, XX  
**To:** STATE COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006